CHAPTER – V

ROLE OF EDUCATIONAL BROADCASTING IN DEVELOPMENT

INTRODUCTION

Educational broadcasting assumes an important role in developed and developing countries. Education is viewed as an instrument of social transformation. The term "educational" is referred to television programming or radio programming on specific subjects besides also being applied to other programs which are informative, enlightening, and intellectually stimulating. Educational broadcasting can be received in an educational institution and also at home. Learning by yourself in the home is called "distance education." Each country is making use of communication satellite for broadcasting nationally and internationally. Broadcasting is being used for social and economic improvements specially in the developing countries, which have realized that educational broadcasting plays an important role in the socio-economic development of the people and thereby upliftment of the society.

CONSEQUENCES OF TECHNOLOGY

Never before in the world have communication systems been so fast and as widespread as today and this has been possible because of developments in technology, in particular satellite communication. The world has really been reduced to a global village. The cultural crosscurrents have started blowing very fast and
they have their own impact and may result in homogenization of cultures, their values and in the Darwincian sense only the fittest and the dominant one may survive. Even today one can witness the surreptitious impact on our youth who are synthesizing the values of the eastern and western societies.

The economic impact of the present communication is much too obvious for anyone to see. The birth of e-commerce is a direct consequence of globalization which in turn is the result of fast communication. Lowering of tariff barriers has created a global bazaar and aroused the spirit of competitiveness. The very survival of a nation depends on its technological strength and capacity to meet global challenges.

The cultural or economic impact cannot be seen in isolation but are a part of a total system which includes political, social and educational impact. The only way one can meet the challenges posed by scientific and technological developments is by revamping our educational system. New and newer revolutionary developments are taking place in the field of science and technology. Our educational system must meet these challenges and educate the manpower which will generate participative economy.

Scientific and technological developments can take place only in a society which promotes and sustains scientific environment. This is much more important in the context of the Indian society which has been tradition ridden and which has been long subjected to exploitation by foreigners. For us it is a race against time. Scientific developments are taking place so rapidly that even to maintain the gap in our development we have to run twice as fast. The present
developments in the mass media help us in creating a level playing field. Such is the present scenario created by the fastest ever and widest ever communicating systems.

For whatever may have been the reasons there is tremendous unevenness in the distribution of wealth and poverty and let not the technologically developed nations exploit us further. Mass media can play an important role in this direction in various ways. Hence there is a great need for a policy document controlling and regulating its functioning. The Prasar Bharti Act and the Electronic Bill is an outcome of this.

The Asian countries have realized the significance of education and educational broadcasting since they have been confronted with the challenge of national reconstruction and modernization. This being their goal, education is seen as a means to attain technology and the benefits thereby achieved. Education is seen as an instrument of modernization. The most powerful tool to achieve modernization is education based on science and technology. This education has to be dispersed amongst the masses, to create awareness and proper implementation of the educational projects. It is here that educational broadcasting plays a vital role. This has been realized by various countries globally and each country has evolved its own comprehensive broadcast policy pertaining to their own individual needs.

Dr. Vikram Sarabhai, head of India’s Space Research Organization (ISRO), in a paper outlined India’s viewpoint on the use of communication technologies for development purposes. He stated that, “in any developing country, one of the prime ingredients of
development is the dissemination of information: information about new fertilizers, seeds, insecticides, cropping patterns, and so on. The process of education is basically related to an information dissemination process...mass media are clearly the main component in this system of information transfer...therefore, television is ideal as a medium to convey information and news to the masses of population, on whom such an audio-visual medium would have a profound effect.”

He further added that India’s national goals involved “leap-frogging from a state of economic backwardness and social disabilities attempting to achieve in a few decades a change which has historically taken centuries in other lands. This involves innovation at all levels.” (Sarabhai, 1969)

“The National Policy on Education (1986) reiterated the role of technology applications in education, including the importance of open and distance learning for meeting India’s educational and developmental needs.”

**BROADCAST POLICIES**

**INDIA’S POLICY**

India’s broadcast policy is reflected in the programs telecast by Doordarshan, the national sole public service television broadcaster of the country. It has been playing a leading role in the socio-economic development of the country since it’s inception in 1959.

In India Doordarshan, the National Television service of India is devoted to public service broadcasting and is one of the largest terrestrial networks in the world. It pays special attention to the fields
of education, and spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology. (Annexure1).

“Doordarshan opened its windows to the world by launching its international channel on 14th March, 1995. DD India was launched with a mission “to build bridges of communication with Indians living abroad and to showcase the real India, its culture, its values, its traditions, its modernity, its diversity, its unity, its agony and its ecstasy to the entire world through programs of high quality, that will inform, educate and entertain people in the highest traditions of public service broadcasting. The programming offers international viewers an update on the Indian social, cultural, political and economic scene.”

“When S. S. Gill took over as CEO of Prasar Bharati he announced plans to make DD3 a platform for education and development programs and fulfill DD's public service goals ("Wake Up Call for Doordarshan," 1998). Yet this plan appears to have been short-lived and ended when Gill was removed from his position. The intensified concern over competition for audiences was seen in Prasar Bharati’s new chief Rajeev Shah's plans to repackeage DD1 and DD2 to arrest dwindling viewership. Shah announced that DD1 and DD2 would have a greater emphasis on entertainment. Under the revised plan, DD1 and DD2 would become 24-hour channels. Prime time on DD1 would be market driven and revenue oriented, and only non-prime-time programming would address the broadcaster’s social obligations (N. Joshi, 1999).
A major change that has taken place in the operations of DD came from the passage of the Prasar Bharati Act. Under this act, DD was converted into an autonomous corporation independent of the Ministry of Information and Broadcasting (I & B) that would be supervised by the Prasar Bharati Board. Only one member of the 15-member board represented the I & B Ministry, thus reducing government interference and oversight of DD, which was set up as an autonomous public service corporation ("Captives No More," 1997). Although the Indian Parliament passed the Act in 1990, it did not go into effect until 1997.

The implementation was delayed in response to calls for changes in the Act to reflect the new electronic media environment (Balaji, 1997). Several of the Act's main mission statements seem to reinstate the development legacy such as the objectives to "uphold the unity and integrity of the country and promote communal harmony" and to "pay special attention to the fields of education, agriculture, rural development and public health" (Gill, 2001)."  

India's media is the freest in South Asia. The constitution provides for freedom of expression and of the press. Broadcast media are government as well as privately owned. Broadcasting in India is used to inform, educate and entertain via the electronic media. Special emphasis is laid on education and information thereby creating awareness amongst the masses and reinforcing this by specific programs and interaction and thus bringing about an attitudinal change amongst the masses. INSAT has brought about the expansion of TV coverage in India. Doordarshan via EDUSAT provides distance education service. The programs are for school,
college and higher level of education. EDUSAT program aims to have networks for IGNOU, CEC, UGC, NCERT, AICTE and department of science and technology using the national beam. Thus one finds educative programs being telecast on the national television service that is Doordarshan.

“India’s broadcast policy is linked to the socio-economic development of the country. National programs, mainly aimed at promoting national integration and inculcating a sense of unity and fraternity are broadcast on this channel. It makes use of a mix of information, entertainment and education. DD National is available round the clock. The telecast time of this channel is so devised that it caters to the needs of different viewers at different timings.

The education component is drawn from the contributions from varied sources such as Indira Gandhi National Open University (IGNOU), University Grants Commission (UGC), Central Institute of Educational Technology (CIET) and State Institutes of Education Technology (SIET). In addition, there are sponsored programs like Adult Education programs, Quizes and Bhoomi (program on environment), programs on issues related to women, tribal affairs and other public service programs which are broadcast on regular basis.”

“A sizable chunk of Doordarshan’s time is devoted to telecasting various programs providing media support to socio-economic activities of the country. Programs for rural development, women, children, family welfare, youth, adult education and public awareness, agriculture program, science and technology, special programs on natural calamities are some of the important programs for socio-economic development of the country.”
Doordarshan’s two separate sections, Development Communication Division and Narrowcasting manage the developmental programs efficiently. The former concentrates on health and sanitation and other developmental issues while Narrowcasting deals with agriculture and allied subjects. Programs produced by the Development Communication Division have contributed in creating awareness amongst the masses on various socially relevant issues. For example ‘Kalyani’ the longest health communication campaign demonstrates the power and potential of the public service broadcaster. “The program created public awareness about various diseases like Cholera, Diarrhea, tuberculosis, malaria, iodine deficiency, HIV aids, health and sanitation, harmful effects of tobacco/smoking, mother and child care. Similarly ‘Grameen Bharat’ is on rural development and ‘Bhoomi’ is on environment, ‘Jaljivan’ on water conservation, ‘Jago Grahak’ on consumer affairs and ‘Aparijita’ is on the girl child. Programs on all aspects of agriculture, veterinary science, fisheries and horticulture are telecast highlighting the technology of each crop.” Programs like Diksha, Gramodai, Krishi Darshan are regularly telecast to create awareness and educate the masses.

This itself is a pointer that India’s broadcast policy is intricately linked up with the socio-economic development of the country and it is being implemented by the educative and informative programs telecast by the public broadcaster.

“India’s space technology is used for solving it’s national problems on a self reliant basis. It has established the feasibility of using satellite medium for imparting education in health, hygiene,
family planning and better agricultural practices to rural villages in India via the Satellite Instructional Television Experiment in 1975. This was followed by the multipurpose INSAT series of communication satellites. The nationwide geographic reach of INSAT satellites has been used for a variety of applications.\textsuperscript{7}

Besides Education, Telemedicine is one of the unique applications of space technology for societal benefit. DOS telemedicine program, which started in 2001, is aimed at linking via INSAT remote/rural district hospitals in areas like Jammu and Kashmir, Ladakh, Andaman and Lakshdweep Islands, North Eastern States and some of the remote and tribal districts in the States of Kerala, Karnataka, Tamil Nadu, Chhatisgarh, Punjab, West Bengal and Orissa with super-specialty hospitals in major cities.

Increasingly all over the world the trends in communication is towards establishing personalized communication services to meet the needs of the people at the individual and group levels, leading to revamping of the broadcasting systems all over the world with emphasis on education.

**PAKISTAN’S POLICY**

PTV’s telecast policy is motivated and guided by the principles of educating viewers about the values that are important in building a united, integrated and disciplined society. These objectives are being achieved through a variety of programs on religion, education, entertainment and culture etc. PTV shows informative programs about health and social issues. The launch of communication satellite, Paksat-1, has enabled Pakistan to enter into a new era of
socio-economic development. This enables Pakistan to fulfill its communication, educational and strategic requirements.

In fulfillment of its broad and main objectives, PTV's telecast policy concerns various matters of National and International interests. The PTV'S general programming highlights the new emerging social order through programs with themes like morality, civic or national responsibilities, drive against narcotics, environmental pollution and agricultural reforms in discussions, shows. PTV has started programs AL-QURAN AL-HAKEEM one hour of Tilawat and Tarjuma by renowned Qaris. It is being telecast daily at 6.00 a.m. The text of the Aayat is shown on screen. This helps the viewers in reading and listening so that they can read the Qura'an correctly.

“PTV channels are family oriented and the salient features of its policy are as follows:

- PTV Corporation's broadcasts are family oriented and they cater to the need of local audience by showing family programs.

- It also acts on social development theory of media, by telecasting informative programs on health and social issues.

- It also censors commercials and holds a conservative standard as compared to other channels.

- It supports government policies on national and international matters.

The broader perspective to start electronic media in the country was to inform and educate the people through wholesome
entertainment and to inculcate in them a greater awareness of their own history, heritage, current problems and development as well as knowledge of the world at large.”

“Pakistan has entered a new era of socio-economic development with the launch of its communication satellite Paksat-1. This landmark achievement fulfills its communication, educational and strategic requirements. The satellite is used for transmission of new television Channels. A significant portion of this satellite is being used for educational purposes for which Higher Education Commission (HEC) has launched a national project.”

“Under this program, Pakistan Educational and Research Network (PERN) has been established under which 57 public and private sector universities are being linked together through fiber. This new initiative of the HEC allows live lectures from top national and international institutions, to be linked through Paksat-I and be accessible to students and faculty members in various universities of the country. The Virtual University has been given the task to initiate this series of lectures. A project has also been approved for starting four new digital TV channels in Pakistan exclusively for educational purposes.”

“PAKSAT 1 has played a vital role in key areas of development in Pakistan. PAKSAT 1 has helped expand the communication infrastructure to the remote areas of Pakistan and is being used in projects related to Tele-medicine and Tele-education.”

The broadcasting in Pakistan aims to inform and educate the people through entertainment and to inculcate in them an awareness
of their heritage, history, current problems and development besides knowledge of the world. Thus Pakistan’s policy is reflected through the programs beamed through its national broadcaster PTV. These pertain to education, health, Tele-education and Tele-medicine etc.

**SRI-LANKA’S POLICY**

Sri-Lanka’s broadcast policy is reflected through Sri-Lanka Rupavahini (TV) Corporation, the national television of Sri-Lanka. SLRC is committed to social responsibility and enhancement of education and awareness. “Sri Lanka Rupavahini (TV) Corporation, the State Television stands for the benefit of all Sri Lankans. It recognizes the peoples diversity of expectations, values, interests and needs, and reaches the target groups in Sinhala, Tamil and English languages.

Sri Lanka Rupavahini Corporation (SLRC) was created by an Act (no.4 - 1982) of Parliament on 23 rd January 1982, established on 14th February 1982 and commissioned transmission on 15th February 1982. SLRC aims to provide the best possible programs to satisfy the needs of its viewers for informative, educational and family oriented entertainment.The Sri Lanka Rupavahini Corporation, the National Television Network was commissioned on 15th February 1982, expanded its studio and transmission facilities in 1986 and rehabilitated most of the original equipment using digital technology in 1998 under three grant aid projects from the Government of Japan.

The aim of SLRC is to achieve excellence in creative content and dissemination of timely and valued educational, entertainment and informative programs through dedicated team work and state of
the art technology to exceed the expectations of Sri Lankans everywhere.

The Goals/Objectives are to:

- Achieve excellence in connection with the creation in educational, entertainment and informative programs
- Attract maximum available audience through excellence in dissemination
- Achieve financial stability and growth to run as commercially viable and autonomous government owned enterprise
- Contribute to a sense of national identity of Sri Lankans everywhere”

The dual role of TV as a medium – both as an information disseminator and entertainer has helped networks such as SLRC to garner a substantial share of advertising. SLRC has achieved Super brand status not only because of its technological edge and wide reach. Its success could be attributed mainly to the network’s committed and talented staff, The state’s policy of minimal interference in the affairs and management of SLRC has helped the network’s performance in achieving Super brand status.

SLRC has taken on the competition from vibrant, privately owned TV channels to achieve a 30% market share in terms of viewers as well as advertising revenue. Employment strategies which ensure that talented human resources are recruited, helped SLRC to produce creative even unique – programs, which have earned the channel its widespread popularity.

SLRC is a family channel: all age groups, sans gender differentiation, generally enjoy its diverse content. The network’s twin
channels are focused mainly on airing educational programs, while family entertainment and sports are also offered. Talented and committed employees have ensured the quality and uniqueness of SLRC. The employee-retention and rewarding strategies of the network have enabled it to forge ahead of the competition.

SLRC was established in 1982 by an act of parliament to broadcast programs at a national level. It was gifted to Sri Lanka by the people of Japan. The network’s primary mandate is to air educational programs and news. The government expects SLRC to maintain very high standards and telecast programs that are of interest as well as value to the public. It was the second TV channel to be launched in Sri Lanka the first being ITN. At inception, SLRC comprised one channel: Rupavahini. It was well equipped, consisting of two studios, a main control room and two transmitting stations, located at Pidurultalagala and Kokkavil. The network, even initially, catered to about 90% of the country’s population. Later, following two grants from the Japanese government, SLRC expanded its operations.

Traditionally, the government appoints the Chairman of SLRC. Its hierarchy comprises a governing board consisting of four professionally qualified members. The Chairman and the board appoint a Director-General and the corporation’s senior management, who together are responsible for SLRC’s operations. The government has ensured minimal political interference so that the management can function with a high degree of independence.

At the time of its launch, since only two TV channels were in operation, Rupavahini was very much in demand. New technology
ensured that its telecasts were clear and its content attractive to viewers. The composition of the TV industry has changed with the advent of private channels which have added variety to, and broadened the scope of, programs. In keeping with industry standards, SLRC increasingly focused on providing quality programs which are creative and interesting to the viewer, to maintain its market share.

SLRC is committed to Corporate Social Responsibility (CSR) as a means of enhancing its brand image. It is highly focused on this strategy and claims to lead the industry in terms of CSR initiatives.

The SLRC a state-owned entity has a very strict media policy and does not air programs or advertisements that are considered culturally offensive. Every program aired has to be pre-approved by a board of selectors whose members are appointed by the Chairman of SLRC and the main board. The network maintains high standards in relation to its competitors in this regard, because a cultural focus is one of its key brand values. SLRC has vowed that it will never compromise on culture. The network believes in honest reporting and is focused on publicizing accurate information. In this regard, it plays a very responsible role especially as a government-owned entity. Its two channels focus on producing quality programs which are creative and interesting to viewers. A focus on human-resources development has ensured the retention of talent at SLRC. Brand values such as creativity and innovation, and employee and cultural focus, have contributed towards projecting SLRC as one of Sri Lanka’s Super brands.
JAPAN’S POLICY

Japan’s broadcasting policy emphasizes on educational and technological developments. Since the Japanese realized that technological and educative innovations were essential to the development of the country and the society at large. Due emphasis was given to Japan’s broadcasting policy, covering almost all the major aspects, which are as follows:

Digital Broadcasting
1. Multi-channel broadcasting, digital HDTV and advanced broadcasting services could be realized through digitalization of broadcasting networks, many countries are making efforts to implement digitalization.
2. In Japan, satellite digital multi-channel broadcasting services started in June 1996. The new broadcasting includes various types of new programming and services.
3. Early digitalization of satellite broadcasting, cable TV and terrestrial broadcasting, in a well-balanced manner, is an important policy matter in Japan. (policy)

Aim of Digitalization

i) To allow new entrants into the broadcasting business due to multi-channel service arising from the digitalization of broadcasting.
   ii) To allow more choice of viewers due to diversification of programming and service contents
   iii) To allow more advanced broadcasting services due to connection with telecommunications and computing

Digital terrestrial TV broadcasting services started in the three major metropolitan areas of Kanto, Kinki and Chukyo besides other areas.
Report of the Advisory Committee on Digital Terrestrial Broadcasting (October 1998) recommended introduction of "digital terrestrial TV broadcasting" and "digital terrestrial audio broadcasting".

**Internationalization of Broadcasting.**

1. With the increase of satellites, transborder TV broadcasting is conducted worldwide.

2. Transborder TV broadcasting is being promoted strenuously in Japan as it will enhance Japan's information provision capacity while helping to invigorate international exchange activities.

Partial amendment of the Broadcast Law was enacted in 1994 to enable Transborder TV broadcasting, in order to promote supplying broadcast programs overseas. Transborder TV broadcasting of NHK expanded its coverage to almost every part of the world since October 1998.

**Broadcasting Bureau**

With the introduction of satellite broadcasting, HDTV, and cable TV, Japan's broadcasting field is becoming increasingly diversified. Operating in this dynamic environment, the Broadcasting Bureau is primarily responsible for planning and implementing broadcasting policies and for licensing and supervising broadcast stations. The Bureau's role is to administer the broadcasting business in such a manner as to ensure the orderly and balanced development of broadcasting in Japan.

The development and expansion of broadcasting in Japan has centered on terrestrial television and radio broadcasting services supplied by both public and commercial broadcasting stations.
coexisting and growing together. The Japan Broadcasting Corporation [NHK], the nation’s public broadcasting system, currently provides satellite broadcasting in addition to its offering of terrestrial broadcasting through two television channels [NHK General and NHK Educational] and three radio channels [Radio 1 and 2 and NHK FM]. The University of the Air Foundation makes university-level education available to Kanto area residents via television and radio broadcasts. The elimination of disparities in regional availability of information constitutes an important policy objective for the Broadcasting Bureau. Thus, it will continue its endeavors to make more commercial channels available in areas with limited access as well as to promote improved reception in mountainous regions and in urban areas where reception is obstructed by buildings. To achieve these ends, the Bureau will utilize public investment funds to construct relay stations and joint-reception facilities and work to promote other effective measures.

The Broadcast Law was revised in 1989 to allow the use of communications satellites for broadcasting [CS broadcasting]. At present, this medium carries specialized broadcasts of news, movies, and sports via 11 TV channels and 14 PCM sound broadcasting channels.

Satellite data broadcasting through BS, a forerunner of multimedia broadcasting, was also initiated in April 1995. High-definition television [HDTV], with its wide screen, high resolution, and sound quality equivalent in excellence to that available with compact disks, is clearly the television system of the future. In November 1994, NHK and seven commercial broadcasters [one with a term-limit
license] commenced tentative HDTV broadcasting employing BS. In a related development, first-generation enhanced-definition television [EDTV], aimed at upgrading the video quality of conventional television systems, was initiated in August 1989 and thereafter a second generation EDTV system featuring further improvements in audio and video quality and a wider screen was initiated.

Digital broadcasting offers multiple channels, raises the quality of broadcasting services, facilitates the integration of a wide variety of services, and permits the introduction of interactive applications through interfacing with other media In addition, satellite digital multi-channel broadcasting began in June, 1996.

In addition to its uses for re-broadcasting, cable TV [CATV] serves as a multi-channel medium offering news, sports, and music programming.

With the ongoing progress toward globalization and the strengthening of mutual ties and interdependence among nations, broadcasting has become an important means for Japan to promote international exchange and heighten mutual understanding as well as to supply valuable information to Japanese nationals living overseas.

COMMUNICATIONS POLICY BUREAU

Communications today is developing at an unprecedented rate along exciting new lines until recently almost beyond the imagination. Taking up the challenge of this new era, the MPT`s Communications Policy Bureau has marshalled its immense pool of expertise and considerable resources to guide the future development of
telecommunications and info-communications in the most promising directions.

Extending Info-Communications Infrastructure to Every Corner of the Land Japan is confronting problems ranging from the aging of its population to the maintenance of economic development. The establishment of info-communications infrastructure is expected to play a decisive role in overcoming these problems.

Acting in response to a report issued in May 1994 by the Telecommunications Council entitled "Reforms toward the Intellectually Creative Society of the 21st Century," the MPT has established a schedule for the completion of a nationwide optical fiber network by the year 2010.

The MPT is establishing comprehensive info-communications infrastructure incorporating both hardware and software. Specifically, it is pursuing the establishment of an optical fiber network; the development and diffusion of public applications in areas including administration, education and medicine; and the promotion of basic and general-purpose technology development. This will be followed by measures to develop basic technologies to stimulate demand for new types of info-communications networks. In this connection, the MPT will join other government organizations in conducting development and testing in areas such as administration, education, public welfare, and environmental protection. In addition, the regulatory framework will come under scrutiny from the perspective of a broad-based approach to multimedia aimed at designing an environment optimally conducive to creative endeavors by carriers and users alike.
The MPT has also adopted a global perspective toward info-communications infrastructure. It is working with various countries to coordinate efforts to construct the GII [Global Information Infrastructure] and AII [Asian Information Infrastructure].

The "Program for Enhancement of Regional and Life-related Info-communications Infrastructure" is being implemented actively as part of efforts aimed at effectively promoting the nationwide development of advanced info-communications infrastructure. The program supports the establishment of facilities that enable local public authorities to provide public services by means of advanced network infrastructure.

Under this program, info-communication infrastructure such as a regional government network, an information reflow promotion center, a Tele-work center, and next-generation regional cable TV are being developed. Under the Provisional Measures Law for Telecommunications Infrastructure, government funds, interest-free loans, and other forms of support are provided for the construction of training facilities and personnel training programs designed to foster engineers and other personnel in the communications and broadcasting fields who will play a key role in regional operations.

Space communications has developed into an invaluable medium. Its advantages include the following: simultaneous nationwide reception capabilities; outstanding flexibility allowing the creation of a circuit in any location where an earth station is established; superior resistance during natural disasters affecting terrestrial communications networks; and broadband
telecommunications permitting transmission of HDTV and other high-volume signals.

University Of Air Foundation

We are living in a complex and rapidly changing society. The lifestyles of people of all ages are changing and many people seek cultural enrichment. Interest in education and learning is also growing.

The University of the Air was established primarily in response to these general needs for lifelong education. The media used are TV and radio broadcasts with the establishment of broadcast stations dedicated to the promotion of education, the aim is to develop an effective and new college-level learning system. In this way, higher education is offered to a broad spectrum of the population.

The University of the Air broadcasts lectures 18 hours a day. The courses taught "on the air" are supplemented by printed study materials. In addition, instruction by correspondence enables each student to review his/her studies. The face-to-face instruction (known as "schooling") is provided mainly for the students who wish to graduate with a college diploma.

The National Institute of Multimedia Education helps the University of the Air in the production of broadcast programs. The faculty consists of specialists in various fields of study from Japan's public and private institutions of higher education.

The University of the Air began to broadcast programs nationwide on January 21, 1998, by Sky PerfecTV! (a PerfecTV! service), in addition to broadcasts by the university's land-based television and radio stations.
Satellite Broadcast

Programs are broadcasted to the whole country from JCSAT-3 by CS digital broadcast (Sky PerfecTV!).

Terrestrial Broadcast

The University of the Air programs are transmitted from the Tokyo Tower via UHF television and FM radio. Broadcasts from the Tokyo Tower are relayed to the Maebashi Station, from which they are aired to the Gunma area. The Study Centers are provided for offering face-to-face instruction and credit certification examinations. At the same time, they offer academic counseling and guidance, opportunities to listen or view the broadcast programs, and library services. 13

CHINA’s POLICY

A satellite TV broadcasting system covering the whole world and a satellite TV education system covering the whole country have been established, according to the policy paper. The CPD (Central propaganda dept) disseminates directives to media nationwide concerning mandatory use of state propaganda and indicating topics to be barred from reports.

China started to use satellites for TV broadcasting in 1985, and has formed a satellite transmission network with 33 telecommunications satellite transponders responsible for transmitting 47 TV programs and educational TV programs of CCTV (China Central Television) and local TV stations throughout the country, 32 programs of the Central Broadcasting Station domestically and abroad, and about 40 local broadcasting programs.
The white paper says that ever since the opening of satellite education TV broadcasting programs over a dozen years ago, more than 30 million people have got college or technical secondary school education and training through it. China has also set up a satellite direct broadcasting experimental platform to transmit CCTV and local satellite TV programs by digital compression to the vast rural areas, which wireless TV broadcasting, cannot cover. In this way, China's TV broadcasting coverage has been greatly increased. China has about 189,000 satellite TV broadcasting receiving stations.

The China broadband multi-media education satellite transmission network has also been established on the satellite direct broadcasting experimental platform to provide comprehensive remote education and information technology services, according to the policy paper. In the early 1980s, it says, China began to utilize other countries' navigation satellites and develop the application technology of satellite navigation and positioning, which is now widely used in many fields including land survey, ship navigation, aircraft navigation, earthquake monitoring, geological calamity monitoring, forest fire prevention and control, and urban traffic control. China established the Chinese Mission Control Center, thus greatly improving the capability of the emergency alarm service for ships, aircraft and vehicles.

“Satellite communication technology presents its special advantages and vitality. Its use in education brings new vigor to education. It widens the teaching scale and contents of radio and television universities. It improves the development of training for secondary and primary teachers and of vocational education. It
pushes forward the educational reform and economic and educational development of outlying regions.”

“China is making efforts on transforming the educational satellite net to digital, interactive and Ku wave system with the development of information technology. The feedback system is coming into use by making full use of the net resources, Interactive teaching and transformed educational satellite net play an important role in the country's distance education.”

“Agricultural Education through broadcast and television is a valuable asset of education aimed at rural areas of China. Since its inception 20 years ago, the Central Agricultural Broadcast and Television School (CABTS) has trained a large number of people with practical skills for rural China. Practices have proven that modern distance education is one effective approach of developing education in rural areas, which is in conformity with the actual situation of rural China and with the practical needs of farmers.”

“The progress of sciences and technologies depends on talented people who need education in order to become knowledgeable and skillful. Therefore, education has been one of the key factors of rural economic development in China. One of the major objectives of education in rural China is to improve farmers’ science and technology level and to serve rural economic development. Education through broadcast and television in rural China is one of the important components of various education resources aimed at serving rural development of the country, and it has the advantages of targeting directly at the vast rural areas, of cost-effectiveness and of large coverage of beneficiaries.”
Local governments have incorporated the development of agricultural broadcast and television schools as an organic component in local agricultural economic development, and take important roles of agricultural broadcast and television schools into full play in science and technology education aimed at farmers.

The 21st century is an era of knowledge economy and information technology. The Chinese Government realizes that improvement of millions of farmers’ science and technology level is an imperative task facing them. Therefore Agricultural education through broadcast and television also faces development opportunities and serious challenges. CABTS (China Agricultural Broadcast and Television System) needs to accelerate its development, to continuously summarize experiences, to extensively exchange with colleagues both at home and overseas, and it needs the forceful support of both domestic and international communities. Only through these measures, can agricultural education through broadcast and television develop and shoulder the historical mission of providing training and education in science and technology to millions of farmers in China.

21st International Conference of ICDE (Hongkong • 2004)

“China since 1986 has been using satellite TV communication to train secondary and primary school teachers on a large scale. The coverage of teacher training through educational TV was not so extensive in poor rural areas and minority areas, therefore it was essential to augment the scale of teacher training through educational TV stations. China in collaboration with UNICEF, through the project, Teacher Training through Distance Education' (TTDE), employed
distance education, to train Chinese pre-school, primary and secondary school in-service teachers, which was in agreement with the education policies of the Chinese government.”

China emphasizes on education and through it on socio-economic development. China’s satellite educational channels focus on educational news, comprehensive educational programs and on the courses of CRTVU. Satellite communications technology pushes forward the educational reform and economic and educational development of the country. Thus China has realized the importance of satellite educational communication in the overall development of the country, be it social, economic or educational and this is clearly reflected in its broadcast policy. (Annexure 2)

**MIDDLE EAST’s POLICY**

The Egyptian government’s policy was to promote Egyptian culture, which is most dominant in the region, through the Egyptian Arabic dialect, that is well-known in the Arab world. Therefore Egypt needed an effective medium for transmissions that reached all parts of the country and the Arab region as well, with minimum expense. Nilesat was Egypt’s solution to this challenge. Through Nilesat, the Egyptian government provides services in various fields, especially in education, media and culture.

All satellite broadcasting in the region started as free-to-air satellite television services. Satellite broadcasting came first to the region on December 12, 1990, when the Egyptian Satellite Channel started transmission. Nile TV International was the second Egyptian
satellite channel. It commenced experimental broadcasting in October 1993 in English and French. Nile TV International’s objective was in keeping with the Egyptian policy, to promote the image of Egypt in Europe and to attract tourism. The specialized channels of Egypt on Nilesat 101 (Nile News, Nile Culture, Nile Sports, Nile Children and Nile Variety) are increasingly gaining popularity.

The private sector is also establishing a footprint in the region. Egypt’s policy is more open now with its gigantic Media Production City welcoming private and international production houses. A recent change that marked the open policy that Egypt is adopting, is documented by the contract that was signed between Al-Jazeera and the Media Production City whereby Al-Jazeera is given facilities to produce and to transmit without censorship. This is also evident with several satellite projects breaking new ground in the Middle East.17

Al Jazeera is the largest and most controversial Arabic News Channel in the Middle East, offering news coverage 24 hours a day from around the world and focusing on the hottest regions of conflict. Criticism from varied governments has helped the channel garner credibility from an audience that is used to government imposed censorship and biased coverage. Al Jazeera’s policy is to focus on news coverage and analysis objectively and with credibility. Emphasis is also on education. Programs such as political debates and discussions are most popular, besides other shows covering topics such as sports news and hi-lights, as well as the latest entertainment and celebrity gossip, coverage of the fashion world, and the latest innovations in science and health have their share of
the audience. Interactive programming that involves audience participation is also highly popular since this type of show is considered ground breaking in that region of the world. Al Jazeera news network is the fastest growing network among Arab communities and Arabic speaking people around the world. 17a

Bahrain and Qatar placed their main channels on Arabsat for direct broadcast transmission to the Arab world. Dubai’s satellite channel was first to reach the United States, via Galaxy. At present, there are many wonderful projects that will play an important role in promoting Telematics and informatics in the region such as the development of new specialized channels, such as the Dubai Business Channel and the Dubai Sports Channel, as well as Dubai’s Internet City.

The governments in Middle East have realized the potential of information and knowledge and that the communication revolution has fully arrived in the Middle East, causing dramatic changes in Arab society in economic, social, and political domains. Therefore an open policy is being adopted by the governments since this will allow for a world where multicultural exchange is not only imaginable, but is undeniable. It is the first time in the history of broadcasting in the region that audiences have the luxury of selecting news from a menu of news networks such as CNN, MBC, Nile News, ANN, BBC and Al-Jazeera.

**UNITED KINGDOM’S POLICY**

United Kingdom’s policy is reflected through the programs on BBC. British Television has pursued intrinsic communication
purposes (enriching viewers and serving society) and extrinsic ones (organizational survival, earnings, power). In Britain broadcasting is a social pillar that affects the well-being of other key institutions not only the crown, Parliament and the church but also sports, education, theatre, the arts and film. TV in the UK has been a highly regulated public service system. Three of its four core terrestrial channels have public service remits (BBC1, BBC2 and Channel 4). BBC2 and Channel 4 have catered for minority and specialist tastes. Having 10-12% of viewers. BBC1 and ITV’s Channel 3 cater to a larger audience. BBC1 reflects the current ways of life. All news programs will aim to reflect the BBC’s core values of truthfulness, accuracy and impartiality. Human interest stories will be covered where they have national relevance.

British Television invests heavily in news and current affairs including election campaigns. Children’s TV including entertainment, information, drama and animation is also paid due attention. Soap operas dealing with significant social issues and moral dilemmas are telecast. There is programming in natural history, popular science and technology. Further investment is done in a wide range of educational television for schools and adult education, the Open university and primetime public awareness campaigns, social action programs, public access programs and programs for immigrant communities.

British Television is governed by three organizations:

4. Government responsibility for broadcasting is lodged with the department of National Heritage. This appoints the members of
all regulatory bodies, overseas policy development and initiates legislation and debates in parliament.

5. A board of 12 Governors is required to direct the BBC in the public interest. The BBC’s bulk of annual income comes from a license fee that is levied on each household with a TV set. This fee is fixed by the BBC and the Government. The Governors appoint the BBC Director General and in consultation with him other members of the board of management. This management decides most matters of BBC policy and programming.

6. All advertising financed television is under the jurisdiction of the independent television commission. The ITC will be responsible for any channels of digital terrestrial television that may be introduced.

ITC has drawn four codes on program sponsorship, advertising standards and practices and the program code. Further BBC has developed a booklet of producer’s guidelines. A broadcasting standard council was established in 1988 which issued a code of practice that all broadcasters must take into account and in light of which viewers may submit complaints. British Sky Broadcasting is a large commercial network available to viewers in the British Isles but capable of reception anywhere within the European Astra satellite system footprint. It has a sports channel. Later inclusions were sky sports, Sky travels and sky Soaps. The multi-channel package included Discovery. Children’s channel, Nicklolodeon which pay Bskyb a premium for the use of its patented videocrypt.

“BBC Policies are reflected through its programming on BBC One, BBC Two, BBC Three, BBC Four, CBeebies and CBBC. BBC
One plays an important role in promoting education and learning, offering a wide range of high quality programs. It is BBC’s outlet for major UK and international events and reflects the whole of UK in its programming. Similarly BBC Two should carry the greatest amount and range of knowledge building programming of any BBC TV channel. It should contribute towards the delivery of BBC’s public purposes. It plays the lead role on Television in the delivery of BBC’s knowledge building strategy with emphasis on science and technology. BBC Three also is committed to public purposes. It endeavors to stimulate creativity and cultural excellence, deliver the benefits of emerging communication technologies, promote education and learning, bringing the UK to the world and the world to UK, through its programming. Similarly BBC Four through its documentary output and news analysis would follow the policies laid down. CBeebies and CBBC also follow the policies by promoting education and learning and contributing to creativity with focus on informal learning and emphasis on participation.”

Britain’s Open University is a innovative and highly successful distance learning program. The Open University contracts with the BBC for the production of programs. The Open University pays for the production costs. It includes Radio and Television Broadcasters.

**CANADA’s POLICY**

“Canada’s Broadcasting policy provides a framework for the activities of Canada’s broadcasting entities such as the national public broadcaster Canadian Broadcasting Corporation - CBC, Canada's broadcast regulator, the Canadian Radio-television and
Telecommunications Commission (CRTC) and the Canadian Television Fund (CTF), the entity that funds high-quality Canadian television productions.” Canada's broadcasting industry plays an important role in our country's cultural landscape. It contributes to Canadian identity and the democratic process. It is important in the maintenance of our sovereignty and to the development of Canada's knowledge economy.

Canadian Heritage is responsible for advising the government on policy based on Canada's Broadcasting Act. 19

“Canada’s Broadcasting Act includes a broadcasting policy for Canada; the regulatory powers of the Canadian Radio-television and Telecommunications Commission (CRTC); and the operating procedures and policies for the Canadian Broadcasting Corporation. The Act imposes a Canadian owned and controlled system of broadcasting, and includes provisions regarding Canadian content in programming and production. It encourages the development of Canadian expression, and the use of Canadian talent and creative resources. There is specific emphasis on reflecting Canada’s cultural diversity: section 3 states that programming and employment opportunities should serve the needs and interests of all Canadians, and reflect their various circumstances. The goal at the heart of this Act is to maintain Canada’s cultural fabric — thereby strengthening its economic, political and social structures.”

“The Broadcasting Act emphasizes that each broadcaster is responsible for its own programs, and that a high standard of programming is expected. The CRTC addresses issues of media
violence, and hate messaging through its regulations for radio, television and pay-television.

The Canadian Broadcasting policy further states that the Canadian Broadcasting system through its programming would provide, a public service essential to the maintenance and enhancement of national identity and cultural sovereignty. The Canadian broadcasting system should
(i) serve to safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada.
(ii) encourage the development of Canadian expression by providing a wide range of programming that reflects Canadian attitudes, opinions, ideas, values and artistic creativity, by displaying Canadian talent in entertainment programming and by offering information and analysis concerning Canada and other countries from a Canadian point of view.
(iii) through its programming should serve the needs and interests, and reflect the circumstances and aspirations, of Canadians.
(iv) be readily adaptable to scientific and technological change.”

“The programming provided by the Canadian broadcasting system should
(i) be varied and comprehensive, providing a balance of information, enlightenment and entertainment for men, women and children of all ages, interests and tastes.
(ii) be drawn from local, regional, national and international sources.
(iii) include educational and community programs.
(iv) provide a reasonable opportunity for the public to be exposed to the expression of differing views on matters of public concern.
(v) include a significant contribution from the Canadian independent production sector.
(vi) educational programming, particularly where provided through the facilities of an independent educational authority, is an integral part of the Canadian broadcasting system.
(vii) a range of broadcasting services in English and in French shall be extended to all Canadians as resources become available.
(viii) the Canadian Broadcasting Corporation, as the national public broadcaster, should provide radio and television services incorporating a wide range of programming that informs, enlightens and entertains.”

“Television has a powerful role in shaping the attitudes of society to contemporary issues, and in affecting the behaviour of those who watch television programmes. The CBC, as the nation’s public broadcaster, accepts as its role both the reflection of society as
it exists, and has existed; the depiction of the higher aspirations, standards and values of humankind.

As part of this role, the CBC will exercise strong control over the depiction of violence in its programs.

In all its programs, CBC will avoid any advocacy or promotion of violence.”22

In adherence with its broadcast policy, Canada through its public broadcaster Canadian Broadcasting Corporation (CBC), emphasizes on educational programming. The CBC, throughout since its inception has been active in producing and broadcasting educational television programmes. “Canadian Learning Television, Canada’s only national educational television specialty service offers a unique blend of enlightening and entertaining programming designed to challenge and inform, enrich and educate. Many CLT programmes are connected to credit courses at universities across Canada. Educative programmes are in the areas of Careers, Film and Media Studies, War and History, Science and Nature and more.”23

(Annexure 3)

**EUROPEAN UNION’S Policy**

“The purpose of Broadcast policy in the European Union is to promote European integration and to abolish national barriers, and have free movement of goods and services within the common market. It has established a single EU market in broadcasting namely television without frontiers. A directive requires member states to
conform their national legislation to standards laid down in the text of the directive. The directive had the purpose of securing access for viewers and listeners in all member states to broadcasting signals emanating from any other member state.

1. It pursues the economic objective of creating a single market in broadcasting.

2. Protection of existing National and Sub-National broadcasting markets and institutions.

The directive also lays down two other policies, that the Member states are required to ensure that Broadcasters reserve for European works a majority of their transmission time, exclusive of news, sports events, advertising and teletext services. This is intended to protect 50% or more of transmission time so defined from foreign competition. Secondly the Broadcasters are required to reserve 10% or more of their transmission time or 10% of their programming budget for European works created by Producers who are independent broadcasters.”

**UNITED STATES POLICY**

“The U.S. Communications Policy legislation, the telecommunications act was earlier passed in 1934 and later in 1996. It relies on increased competition for development of new services in Broadcasting and cable, telecommunications information and video services. It reasserts congress leadership role as the dominant communication policy maker. The act prohibits the transmission of indecent material. Requires broadcasters to formulate a rating scheme for programmers. The US Federal communication’s
commission was created by the congress for regulating broadcasting and wired communication.

Areas of concern for the commission are:

1 Television violence
2 Number of commercials broadcast in given time periods
3 Many issues related to children’s television

Broadcast ownership limits on TV stations have been lifted. Group owners can purchase TV stations with a maximum service area of 35% of the US population. Stations may choose affiliation with more than one network. Broadcasting networks are barred from buying other networks. Broadcasters will be allowed to own cable television systems. FCC states that the industry has to develop a rating system to identify objectionable programming.”  25

“The National Educational Television Center (NET) played a dominant role in building the structure on which the Public Broadcasting Service (PBS) rests. NET was established to assist in the creation and maintenance of an educational television service. Later NET merged with New York’s public television outlet. The result was WNET- Channel 13. This finally led to the development of a national system of public television stations and the public broadcasting system with innovative programming. Sesame Street and Mister Rogers Neighborhood continue today as PBS icons.

Educational Television (ETV) in the United States refers to programs which emphasize formal, classroom instruction and enrichment programming. Educational television was officially renamed as Public Television. Public television incorporated Formal (classroom) and informal (cultural, children’s, life long learning,
instructional) programming into a collective alternative to commercial television. Educational initiatives in American Television continue to change with the introduction of new telecommunications technology, cable and new media challenge and enhance educational televise ion in the United States.”

The FCC emphasizes on public interest requirements in broadcasting numerous times. Other areas of concern for the commission are television violence, the numbers of commercials broadcast in given time period’s, and many issues related to children’s television.

“Satellite technology has allowed U.S. TV networks, especially cable networks, to reach overseas audiences anywhere on the globe. Interactive media, fueled by the advance of digital technology and the growing convergence of the computer, telephone and cable television, represent the principal trend of the end of the 20th and the beginning of the 21st centuries. The print and electronic media in the United States, offering wide news and entertainment options, are a pervasive element in American society.”

Developed and developing countries give due emphasis to educational broadcasting and thereby to socio-economic development. They have realized that the worldwide Telecommunication industry and the information industry will undergo massive changes in the future. Industry infrastructure and restructuring, Globalization and Technology and competition is bound to have significant implications in the future. The development of cable television, high vision television and satellite broadcasting has
progressed with the use of space communication. Thus enabling information of the world to be shared all over even at the grassroot level.

As the world grows more dependent on high speed digital technologies, government regulation of communication media, broadcasting and telecasting networks and telecommunications industries is increasingly affecting the education and entertainment level of the masses. Satellite broadcasting makes high quality sound and vision broadcasting a reality. Consequently each nation has realized the importance of a broadcasting policy and due emphasis is given to it by each individual nation. They have realized the significance of information, education, awareness and knowledge in the overall development of the nation and that this can be achieved only by a strong and relevant broadcast policy. ‘Knowledge is power’ and this can be achieved only by harnessing the potential of the information and broadcast technology. It is in this context that one finds that due emphasis has been given to programming in the broadcast media, keeping in view the overall broadcast policy of the relevant nation.

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